



## Sample Mobilization Radio Scripts

Radio stations are required to broadcast public service announcements to the community. Use this to your advantage by providing local stations with scripts provided with this planner. You should accompany the scripts with a letter explaining the problem of impaired driving in your community and ask for the station's support in helping to solve it. Suggest that traffic reporters remind listeners about the *You Drink & Drive. You Lose.* message and about increased enforcement activities in your community. It is a good idea to follow-up the letter with a phone call to the station to ensure they received the scripts, and to encourage their use.

### :30 Second General Station Read – Alcohol

Drunk driving is no accident. It's a serious crime that kills every 32 minutes. Designate a driver, take a taxicab or mass transit or local law enforcement will provide you a ride to jail. **[INSERT STATION NAME/CALL LETTERS]** wants you to know that law enforcement will be out this holiday weekend conducting rolling saturation patrols to arrest impaired drivers and to make our streets and highways safer for all of us. The choice is yours – designate a sober driver or one will be appointed for you. Remember: *You Drink & Drive. You Lose.*

### :15 Second Station Read – Alcohol

Not sure if you've had too much to drink? Then don't drive. The choice is yours – designate a sober driver or one will be appointed for you ... straight to jail. Impairment starts with the first drink, whether you

feel it or not. Drunk driving is no accident. It's a deadly crime. **[INSERT STATION NAME HERE]** reminds you law enforcement is mobilizing against impaired drivers this July 4th holiday. Remember: *You Drink & Drive. You Lose.*

### :30 Second Station Read – Alcohol

This Fourth of July, don't lose your freedom and your car to impaired driving. Drink and drive and you could lose your car and license on the spot. Driving under the influence of drugs or alcohol is a serious crime that kills. **[INSERT STATION NAME HERE]** reminds you law enforcement is mobilizing against impaired drivers this July 4th holiday. The choice is yours – designate a sober driver or one will be appointed for you. Remember: *You Drink & Drive. You Lose.*

### :30 Second July 4th Holiday Station Read - Drugs and Alcohol

So, you think impaired driving isn't a big deal? You're wrong - dead wrong. Driving under the influence of drugs or alcohol is a serious crime. **[INSERT STATION NAME HERE]** wants you to know that law enforcement is mobilizing this weekend to arrest impaired drivers and to protect everyone from impaired drivers this Fourth of July. The choice is yours – designate a sober driver or one will be appointed for you ... straight to jail. Remember: *You Drink & Drive. You Lose.*

### :15 Second Station Read - Drugs and Alcohol

This Fourth of July, don't lose your freedom and your license to impaired driving. Did you know that your license can be revoked on the spot if your caught driving impaired. Driving under the influence of drugs or alcohol is a serious crime that kills. **[INSERT STATION NAME HERE]** reminds you law enforcement is mobilizing against impaired drivers this July 4th holiday. The choice is yours – designate a sober driver or one will be appointed for you. Remember: *You Drink & Drive. You Lose.*

